

Ericsson reveals R600 - the new GPRS mobile phone

Ericsson today announced the new mobile phone R600 – a GPRS performance phone. The new Ericsson R600 will be available on selected GSM 900/1800 markets in the fourth quarter, 2001, and on all GSM 900/1800 markets in first quarter, 2002.

The R600 is a powerful phone that supports highly developed features such as enhanced messaging, fast Mobile Internet access and several personalized options. This makes the R600 ideal for people who are about to buy their first phone, or replace an older model, and want an affordable up to date phone. With the R600, fast Mobile Internet will be available to a wide audience.

The Ericsson R600 is performance all way through. The small size, built-in antenna and large display is accompanied by an attractive, smooth and streamlined design that makes the phone rest comfortably in the hand. The R600 comes in two fresh colors, Luminous Champagne and Ice Blue.

The large 5-row gray-scale display is perfect for messaging and with Enhanced Messaging Service (EMS), the user can send and receive fun and creative messages on the spot. Pictures, animations, sound effects and ring signals are inserted into messages with just a few clicks. The phone comes with a wide range of pictures, animations and sound effects from the start, and new ones can easily be added. The R600 also has mobile chat, which is an SMS based service that lets the user have a chat session similar to a chat on the Internet.

GPRS provides instant access to entertainment and news, and gives users a quicker way to download pictures and ring signals to further personalize their R600. Supporting speeds of up to 43.2 kbps, the R600 ensures that users get the fastest Mobile Internet connection available.

The R600 can be personalized in several ways. The display color can be set to green, red or orange and be used both as a constant background display color and for identifying a caller. Link a color to a contact in the phone book and you get a colorful hint on who is calling. The R600 also features a background picture in the display that is visible when the phone is in standby mode and gives the phone a personal touch.

The R600 has a basic calendar with day, week and month views and reminders when something is due. The phone book lets you store up to 200 contacts and the shortcut function in standby gives users quick access to any contact in the phone book. Also the R600 has four games, Erix, Catcher, Pathy and Ripple.

Pictures of the new R600 can be found at
http://www.ericsson.com/press/phli_pcoph.shtml

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com/press>

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